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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

February 19, 1944 No. 46

THIS IS WHAT THEY'LL TALK ABOUT ..... at the FFFF meetings beginning this week in New York.

FIRST DAY: Press-radio groups and WFA information people; will open with a broad outline of the war food job for 1944 -- food requirements, distribution, farm goals, farm labor, machinery and supplies, fertilizer. Then follow statements and discussion on each. In the afternoon, the information job in FFFF will be outlined, stressing the vital role of the farm press and radio, and asking for cooperation and suggestions. Discussion of what press and radio people can do on these educational programs and how WFA might help them.

SECOND DAY: Press and radio groups will discuss, in separate sections, the previous day's topics.

THIRD DAY: The Government information meetings will center around each agency's responsibilities in the field, following a showing of the slide film on the 1944 FFFF program. Discussion will plan for regional, state and local operation of each information program -- using the fact sheets and timing schedules item for item.

FOURTH DAY: The national organization meetings will start off with the slide film, and be followed by discussion on what is already being done and what each group can do on every one of the programs.

NOW'S THE TIME TO PLAN ..... for a community canning center. Communities desiring to establish food preservation centers should consult first with their local home demonstration agent or the local teacher of vocational agriculture. Help will be provided in getting a center organized for operation on a non-profit basis. Schools, local governments, civic clubs or similar organizations usually sponsor the centers. Applications for equipment needed by the sponsoring groups should be made either to the Office of Distribution, WFA, or the State Department of Education.

ONE-POINT GREEN STAMPS ..... along with tokens, may be given as "change" during the three-week period from February 27, when the new ration token plan begins, through March 20, when the last of the green stamps run out. The green stamps are good for buying processed foods. This is a new procedure, and is being done to facilitate shopping during the period when the tokens are coming into use. During this three-week transition period from the old rationing program to the simplified token plan, two sets of stamps will be used for processed foods and two for meat-fats. (OPA-3925.)

GROWERS, SHIPPERS, RETAILERS ..... and those of us who buy small fruits and vegetables will be getting used to second-hand containers, because present indications are that crates and boxes will be scarcer as the season progresses.

BEGINNING IN MARCH ..... the post-war information program nationally will feature one topic each month for intensive emphasis. Here is the schedule: MARCH, Land Settlement and Opportunities in Agriculture; APRIL, Security and Better Farm Family Living; MAY, Soil and Forest Conservation; JUNE, Public Works; JULY, International Problems; AUGUST, Production Adjustments; SEPTEMBER, Distribution; OCTOBER, Rural Community Services and Facilities; NOVEMBER, Agricultural-Industrial Relations; and DECEMBER, Tenure and Credit. The principal materials to be prepared nationally will be fact sheets and discussion guides. Materials on subjects other than the feature of the month will also be carried through the usual channels.

WATCH THAT WASTE LINE ..... A recent analysis of new food wastage data shows that we still have an overall food wastage of 20 to 25 percent on all foods produced in this country. Food waste in the home runs to about 15 percent of all food purchased, but the edible content of the food waste has dropped to about 100 pounds per capita per year. On an average family basis, this means about 400 pounds of food waste of usable food each year.

FARMERS ARE BEING ASKED ..... to arrange truck deliveries of fertilizer so trucks are loaded both ways. You will probably want to stress this pooling of cars for fertilizer deliveries from now through April, along with continued emphasis on ordering fertilizer early.

IN THE SOUTHEAST, in spite of large supplies of nitrate of soda, farmers will need to use ammonium nitrate and cal-nitro to take care of increased demand for top-dressing, especially for oats and other small grains.

TEMPORARY ABUNDANCES

VICTORY FOOD SELECTION -- February 24 through March 4 -- *EARLY NEW CABBAGE

In addition to cabbage, here is the list of really abundant foods over most of the country:

*Potatoes
Spinach
Citrus Fruits - Particularly grapefruit and smaller oranges
Canned Green and Waxed Beans - Ration free
Frozen Vegetables - All ration free except peas, corn and lima beans, which should not be pushed.
Fresh Shell Eggs
Variety Cuts of Pork
Frozen Baked Beans
Peanut Butter
Citrus Marmalade

Not quite so plentiful, or limited to certain regions are:

Cauliflower - Plentiful supply Northeast region
Sweet Potatoes - Good supply in south and southwest
Canned Green Soy Beans - Plentiful southwest markets
Fresh Pork - Continued abundant supplies at all but points far away from packing plants.

*- Starred items are those deserving active promotion, if abundant locally.

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DO YOU USE THE V-MAIL??????? ..... . After one year and seven months of continued service, not one V-mail letter has been lost.

WFA URGES MORE USE OF POTATOES ..... to help move last year's record potato crop. Restaurants, institutions, schools, etc., are being urged to serve more potatoes; various merchandising drives will be used in the retail stores in March and April; educators, nutritionists, women's clubs, civic clubs, trade associations and other groups are being asked to join in an educational campaign on the important place of potatoes in the diet. The help of press, radio and other public information media is being sought. Starch manufacturers, dehydrators, and other processors have been urged to buy and process as many potatoes as possible. (See USDA 1652-44.)

FOOD FIGHTS FOR FREEDOM ..... in an exhibit set up by the Houston, Texas, Nutrition Club at the Fat Stock Show. ... In Indiana, the Indiana Service Corporation printed this message on the face of monthly statements: "FOOD can shorten the war if every pound of food fights. More food makes more Weapons. More food makes Strong Fighters, Speeds Victories, Brings Peace Sooner. YOU Can Make Food Fight for Freedom." ... In Texas, the State Board for Vocational Education has issued a departmental progress report for 1943, "Homemaking Education Meets War Needs." Emphasis has been placed on fitting home economics education into the war situation. The food sections show emphasis on the various phases of the FFFF program -- nutrition, school lunches, school gardens, food preservation, food conservation, Victory Gardens, etc. ....

*** NATIONAL FARM AND HOME HOUR ***

MONDAY - Feb. 21 - N. E. Dodd, Chief, AAA, "A Guide to 1944 Farm Conservation Practices."

TUESDAY - Feb. 22 - Dr. H. H. Bennett, Chief, SCS, "George Washington -- Conservation Farmer," and Charles F. Kunkel, Assistant Chief, Fruit and Vegetable Branch, OofD, WFA, "Cabbage Is a Victory Food Selection."

WEDNESDAY - Feb. 23 - Ben James, Conservation Section, OofD, WFA, "Cutting Down Food Waste."

THURSDAY - Feb. 24 - Post-War Agriculture #12, Harry Slattery, Administrator, REA, "Kilowatts for Peace."

FRIDAY - Feb. 25 - Victory Gardens, Ernest Moore and Duke DuMars, "Garden Supplies, and Tips for Garden Leaders."

CONSUMER TIME Timed for the first Saturday in the Lenten season, Consumer Time will present a new program on the subject of fish. Listeners may write for a booklet, "Fish Cookery in Wartime." That's Feb. 26, 2:15 EWT, NBC.

IMPORTANT RELEASE !!!!!!!! ..... !!!!!!! ..... WFA announces proposed 1944 support prices for vegetables for canning and canned vegetables. Details are in press release USDA 1696-44.

...- ...- ...- ...- ...- ...- ...- DO YOU KNOW THAT A V-MAIL LETTER weighs 1/140 as much as the standard letter, and its use effects a saving of 98% in cargo space? In other words, TWO transport planes, carrying V-mail, can do the work of 100 similar planes carrying the same number of standard and regular airmail letters.